

Date	Relevant Event/Deadlines/Topic	Media Avail/ New Conference	News Release	Social Media	Clerk Outreach Tool/ Other
September 1 Kickoff	WEC meeting on September 1 which includes staff report on plans for November	News Conference the day the plan goes public- Aug 26	News release summarizing the report and emphasizing our planning efforts Aug 26	Social media posts about each of our readiness items.	Media release template for clerks on their prep plans. Social media post for clerks about their prep plans
	Day that 2.6 mil voter information mailings go out.	Media availability after the meeting	News release on August 31	Social media posts about mailer, what it looks like, etc.	Media release template for clerks about the mailer (post by the 26 th) Social media posts for clerks
	National Poll Worker Recruitment Day	Media availability after the meeting	News Release on August 31	Social media on poll worker recruitment	Media release template about poll worker recruitment (framed as part of holiday) Social media posts for clerks

DEF-WEC000130

September 9 Q&A About absentee ballot mailing	Voter information mailings will be arriving. Media briefing about reaction we're getting from voters – are they making requests online or by mail? Gearing up for data entry. How to request an absentee? MyVote How ballot order is selected. Ballots are being printed	Media availability	News Release on Topics	Social media posts on each	Media release template and social media posts for clerks on each topic
September 14 Absentees are Mailed	Mailers are out How to Request a Ballot How to Find out if you already made a request? How to track your request	Media availability to talk about what we're doing with IMBs to help clerks and voters track the ballots	News release that voters who have requested absentee ballot should start watching their mail for them the following week.	Social media posts on how to request a ballot and how to track your ballot, how to see if you have a request on file	Clerk media release template and social media posts on how to see if you have already made a request, how to made a request, and how to track your request
September 22 – Absentee ballots arrive – what to do?	How to find a witness and properly fill out an absentee ballot. Where is my ballot? How we secure absentee voting	News release	Media Availability	Social media posts	Clerk media release template and social media posts on how to find a witness, fill out and absentee and get back (where to return)

DEF-WEC000131

September 29 – Online voter registration – last push before closed period starts October 15	News release and media availability urging voters who need to register or reregister to do it online now before the close.				
October 6 – One month to Election Day – Are you ready?	<p>News release and media availability emphasizing voters should have a plan for voting.</p> <p>Photo ID Requirement – Get one free at DMV, IDPP</p> <p>In-person on election day</p> <p>In-person starting Oct 20</p> <p>By-mail now. Don't wait. Emphasize that if voters want to vote absentee by mail, they need to be making moves now.</p>				
October 13 In-person absentee voting	<p>News release and media availability about the new starting date for IPAV on October 20.</p> <p>Return ballots now. Must be back by Election Day</p>				
October 27 – Election Security and Misinformation	News release and media briefing about everything we do to secure elections.				

DEF-WEC000132

	How counting happens, why it takes time to certify				
October 29	Last day to request an absentee Get back in ways other than mail If you still have a ballot Top 10 things to know?				
November 2	What will election day be like? Where to return ballots Can you cancel ballot?				
November 3	It's election day! Update How the count happens				
November 4	Counting, post election update				

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